**CURRICULUM VITAE**

# KARISHMA GUPTA

Neelyog Veydanta,

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# Objective

To work in an organization where I can contribute to the organization’s growth and profitability with my skill and in turn get an opportunity to gain exposure and expertise that would help me build a strong and successful career.

# Education

|  |  |  |  |
| --- | --- | --- | --- |
| **Examination** | **School/University** | **Month & Year of Exam** | **Class Obtained** |
| T.Y.B. Com (Commerce) | Mumbai University  (Sinhgad college of commerce) | March-2018 | 1st Class |
| H.S.C | Mumbai University  (Vidyanidhi Jr.College) | March-2015 | 1st Class |
| S.S.C | Manav vikash school | March-2013 | 1st Class |

# Work Summary

1. **Worked in Maestro Lifecare pvt.ltd** as a medical representative for 8 months (**working period -4th May 2018 to 8th Jan 2019**) and dealing with ayurvedic product promotion. Area Covered- Sakinaka to Andheri.

1. **Worked in IPCA Pharma since 9th Jan 2019 to 7th Feb 2022** dealing with Anti allergic, cough syp, PPI and anti-biotic product promotion.

Area Covered -Ghatkopar, Vikhroli and Kanjurmarg.

# Currently working in Cipla Ltd., Territory Manager – Respiratory Field

* **Market Expansion:** Successfully expanded the market share of Cipla’s respiratory products by 20% within the assigned territory through targeted marketing and strategic customer engagement.
* **Sales Achievement:** Consistently exceeded quarterly sales targets by an average of 15%, demonstrating strong sales acumen and product knowledge.
* **Customer Relationship Management:** Built and maintained strong relationships with key stakeholders, including healthcare professionals, pharmacists, and distributors, enhancing brand loyalty and customer satisfaction.
* **Product Launches:** Played a pivotal role in the successful launch of new respiratory products, leading to a 10% increase in overall territory sales.
* **Training and Development:** Conducted training sessions for new sales representatives on product knowledge, sales strategies, and compliance, resulting in a 25% improvement in team performance.
* **Market Analysis:** Conducted thorough market analysis to identify new business opportunities and competitive threats, leading to the development of effective counterstrategies.
* **Promotional Activities:** Organized and executed high-impact promotional activities and events, boosting product visibility and market penetration.
* **Cross-functional Collaboration:** Collaborated with marketing, medical, and supply chain teams to ensure seamless execution of sales strategies and product availability.
* **Reporting and Analytics:** Utilized CRM software to track sales activities, customer interactions, and performance metrics, providing actionable insights for territory management and strategic planning.

**Extra - Curricular Activities**

1. Completed Certification courses on MS-CIT
2. Completed Certification courses on Tally ERP9
3. GST workshop

# My Strengths

* Optimistic attitude and Self Confidence.
* Good interpersonal skills
* Command over my language
* Self-motivated, very hard working

**Personal Details**

**Date of Birth :** 20th May 1998  **Nationality :** Indian

**Sex :** Female

# Marital Status : Married

**Father’s Name :** Mr Sheshnath Gupta

**Mother’s Name :**  Mrs Poonam Gupta

**Languages Known:** English, Hindi & Marathi

I do hereby confirm that the information given in this form is true to the best of my knowledge and belief.

**Date: -**

**Place: - Mumbai**

# (KARISHMA GUPTA)